

## REMARKS

### REJECTIONS UNDER 35 U.S.C. § 102(c)

Claims 1-24 were rejected under 35 U.S.C. § 102(b) as allegedly being unpatentable over the Newegg.com reference. Applicants respectfully submit that the amended claims are not anticipated by the Newegg.com reference.

Claim 1, as amended, recites a method for displaying search results in response to a search query comprising:

obtaining a product search query generated by a user;

responsive to the query, obtaining search results comprising a set of links each associated with a web document determined to be relevant to the query; and

generating the set of links for display according to a plurality of user-selectable formats, wherein the plurality of user-selectable formats includes a grid view and a list view.

Applicants amended claim 1 to incorporate elements previously recited by dependent claim 2. Applicant has made similar amendments to independent claims 12, 16, 18, 20 and 23. Applicants respectfully submit that the claims as amended are patentable over the cited art.

As agreed during the March 14, 2007 interview, the Newegg.com reference does not disclose a plurality of user-selectable formats including a list view and a grid view. In particular, the Newegg.com reference does not give the user the ability to select whether the set of links, each associated with a web document determined to be relevant to the query, will be displayed according to a plurality of user-selectable formats, wherein the user-selectable formats include a list view and a grid view.

Applicants respectfully submit that the claims, as amended, are allowable over the cited reference for the reasons described above. The dependent claims not specifically mentioned above incorporate the limitations of their respective base claims and are allowable for at least the same reasons. Accordingly, Applicants respectfully request allowance of this application. The Examiner is invited to contact the undersigned to advance the prosecution of this application.

Respectfully Submitted,  
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Date: March 22, 2007

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